

Message Text

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43

ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 PA-02 PRS-01 /020 W

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R 061457Z JAN 76

FM AMEMBASSY MOSCOW

TO SECSTATE WASHDC 8430

INFO USIA WASHDC

UNCLAS MOSCOW 0138

USIA FOR IEU, IMV; STATE FOR EUR/SOV, CU/EE

E.O. 11652: NA

TAGS: OEXC UR

SUBJECT: US-USSR RADIO-TV COOPERATION

REF: 75 STATE 286564

1. COUNSELOR FOR PRESS AND CULTURAL AFFAIRS AND PRESS ATTACHE CALLED ON DIRECTOR OF FOREIGN RELATIONS AT STATE COMMITTEE FOR RADIO AND TV DECEMBER 31. BEFORE MEETING KOROLYEV, EMBOFFS MET BRIEFLY WITH FOREIGN RELATIONS FOR TV CHIEF OK-SYUKEVICH.

2. OKSYUKEVICH CLAIMED SOVIET TV INTERESTED IN PROGRAMMING US TV SHOWS, BUT SAID MANY PROGRAMS "UNSUITABLE" FOR SOVIET AUDIENCES. HE SAID SPORTS, MUSIC AND LITERARY PROGRAMS HAD GREATEST APPEAL BUT EDUCATIONAL PROGRAMS ALSO INTERESTING. HE SAID STATE COMMITTEE AWAITING SELECTION OF PROGRAMS FOR EXCHANGE AS DISCUSSED DURING VISIT OF FRED COHEN OF PBS.

3. KOROLYEV ALSO CLAIMED THAT THE STATE COMMITTEE FAVORED MORE EXCHANGE WITH US TV AND RADIO. HE SAID THERE HAD BEEN "PROBLEMS" WITH NBC DESPITE AN AGREEMENT SIGNED BETWEEN NBC AND THE COMMITTEE; ON THE OTHER HAND, RELATIONS WITH ABC HAD BEEN GOOD; AND THERE WAS HOPE FOR AN AGREEMENT WHEN THE PRESIDENT OF CBS COMES TO MOSCOW IN JANUARY. KOROLYEV ALSO SAID REPRESENTATIVES FROM EDUCATIONAL TV WERE EXPECTED IN JANUARY.

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4. KOROLYEV COMPLAINED THAT SOME PEOPLE APPARENTLY DO NOT FAVOR BETTER RELATIONS BETWEEN US AND USSR RADIO-TV: HE MENTIONED THE NYTIMES ARTICLE CRITICIZING THE AM AMERICA SHOW ON MOSCOW, AND HE ASKED WHY RADIO COMMENTATOR JOE ADAMOV COULD NOT OBTAIN A US VISA.

5. ON SPECIFIC PROJECTS, KOROLYEV SAID THEY ARE LOOKING FORWARD TO ASSISTING THE ABC "WIDE WORLD OF ENTERTAINMENT" PROGRAM (ALTHOUGH HE ADDED IT WOULD BE "LESS EXPENSIVE" IF ABC USED SOVIET FILM RATHER THAN SHOOTING ITS OWN), AND HE SAID THERE IS INTEREST IN COOPERATING WITH US TV ON A PROGRAM CONCERNING SECURITY IN EUROPE.

6. KOROLYEV AGREED THAT MORE CONTACTS MEANT BETTER UNDERSTANDING BETWEEN OUR TWO COUNTRIES AND AGREED TO CONSIDER A PROPOSAL FOR VISITS BY STATE COMMITTEE EXECUTIVES TO THE US.

7. ACTION: A) APPRECIATE DEPT/USIA CONVEYING TO PBS CONTINUED INTEREST OF STATE COMMITTEE IN EXCHANGE. EMBASSY WILL ALSO WRITE PBS INDICATING OUR STRONG SUPPORT FOR COOPERATION THIS FIELD.

B) APPRECIATE DEPT/USIA ANY INFORMATION MAY HAVE ON EDUCATIONAL TV VISIT TO MOSCOW MENTIONED BY KOROLYEV? (PARA 3). MATLOCK

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